

SCAMPER AND BELL METHOD

Zehra Ahmad

Dr. Adomaitis

BUF 2203 – Visual Merchandising

New York City College of Technology

Bell's method of analyzing visual display



(Figure 1. Gucci 2017 Cruise collection)



(Figure 2. Prada 2017 Resort collection)

1. **Look** at competing stores and look at the merchandise presentations. At figure one, I am looking at the Gucci 2017 Cruise collection. This picture has been taken on November 23, 2016. At figure two, I am looking at the Prada 2017 Resort collection. This picture has been taken on November 28, 2016.
2. **Compare** the merchandise presentations. Both Gucci and Prada displayed around Christmas time. Since displays target market around Christmas time, so their target markets would be for women that will go on vacation for the winter. Gucci's presentation went for a daring look to display their products. The inspiration is from the Gucci Garden, so they view floral prints, giant ants playing with the bags all within gothic window arches that have some lion heads to decorate the walls. Gucci's window display gives a romantic yet stylish vision of the Gucci Garden. However, Prada's presentation is

bold and modern look that gives a nice spotlight for the products. Prada's display had platinum colored spheres in a grid looking pattern, which was the backdrop for the window which has a mirror surface to give an illusion of endless space. The whole display gave a feeling of sophisticated contemporary extravagance. I really like Prada's window display because it seemed very opulence unlike Gucci's display was a bit too much and overshadowed the products.

3. **Improve** is to combine the best presentations techniques from competing stores and modify them to create a unique presentation. Gucci's window display seemed like it went overboard from their influences of the Gucci Garden. Gucci could have removed the gothic window arches and change it to a wooden backyard fence so it can follow the garden atmosphere. Compared to Prada, one could do slight changes like instead of a mirror surface, a bold color like red, blue or perhaps yellow would go well. The mirror and the platinum spheres over is nice but shows too many reflections.

Scamper model for visual display



(Figure 3. Lanvin inked window display by Lanvin & Hello Flamingo, London – UK. July 21st, 2016)

Substitute involves exchanging one element of a visual idea for another. One could display picture frames, a small thin black painted tree with no leaves, ink pen, ink bottle, and books onto this display.

Combine means to cross merchandise which refers to moving merchandise across traditional department to combine elements in a single department or display. the ink with abstract art, nature, and stationary for the visual display.

Adapt is to take an item planned for one use and adapt its purpose to suit the display. Instead of just one color ink, a few other colors could be splattered a little. For a black tree display, it could be painted onto the canvas with a few ink drops on the ground. Add another mannequin that's

floating like the other mannequin that's displayed on figure three. Or splatter the paint into a flower to give an abstract floral look

Modify is to magnify or minify. One would magnify the ink splat so it can stand out more. This highlights the whole paint theme.

Putting to other uses is to place objects in unexpected ways to get grab attention. So, putting a paint palette on the mannequin's hand and a beret on top of the model to portray an artist.

Eliminate is to quit while you're ahead, this helps to not to get to carried away. Things like crayons, colored pencils, markers, and the metal frame with acrylic shelve that is used to display the products can be eliminated.

Reverse or rearrange is a way to present merchandise in an unexpected way. So, the way the model's clothes are worn currently instead of wearing the dress over the shirt, wear the dress first then the shirt over it. Also, hang more bags like on the shelf or mannequin.

References

Figure 1. Chan, K., (2016, November 23). Gucci new gift giving 2016 window designs.

Retrieved from my-lifestyle-news.com, <http://www.my-lifestyle-news.com/2016/11/gucci-new-gift-giving-2016-window.html>

Figure 2. Chan, K. (2016, November 28). PRADA 2016 Christmas window display. Retrieved

from my-lifestyle-news.com, http://www.my-lifestyle-news.com/2016/11/prada-2016-christmas-window-display_28.html

Figure 3. Balmford, G. (2016, July 12). Lanvin - ink effect. Retrieved from retail-focus.co.uk,

<http://www.retail-focus.co.uk/vm/2097-lanvin-ink-effect>